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OKLAHOMA BUSINESS BULLETIN

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COLLEGE OF BUSINESS ADMINISTRATION
THE UNIVERSITY OF OKLAHOMA

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SUMMARY OF INDICATORS

Category	7 Mos. '80	7 Mos. '79	July '80	Percentage Change 7 Mos. '80/'79	Percentage Change July/June '80
Personal Income (Monthly Average)					
Unadjusted ($000,000)	2,201	1,999	2,249	10.1	1.5
Adjusted for CPI ($000,000)	910.6	944.3	907.6	-3.6	1.4
Crude Oil Production (000 bbl)	85,603	83,735	12,687	2.2	8.4
Industrial Power Sales (000 Kwh)[a]	4,293	4,279	616	0.3	-0.8
Total Bank Deposits ($000,000)[b]					
Demand	3,845	3,533	3,972	8.8	4.5
Savings	6,852	6,133	7,043	11.7	1.2
Savings and Loan Associations ($000,000)					
Assets	5,555	5,058	5,672	9.8	0.7
New Mortgage Loans Made	427	691	427	-38.2	22.7
Employment					
Total Labor Force (000)[c]	1314.9	1265.6	1318.6	3.9	-1.1
Total Employment (000)	1264.1	1220.1	1260.9	3.6	-1.1
Unemployment Rate (%)	3.8	3.6	4.4	—	—

[a]Sales of larger privately owned utility companies. [b]Total deposits of the Federal Reserve Member Banks. [c]Civilian Labor Force.

RETAIL TRADE IN SELECTED CITIES ($000)

City	July '80	Percentage Change 7 Mos. '80/'79	Percentage Change July/June '80	City	July '80	Percentage Change 7 Mos. '80/'79	Percentage Change July/June '80
Ada	10,692	9.7	9.8	Idabel	4,427	11.3	23.1
Altus	8,470	12.0	12.8	Lawton	28,819	6.5	19.7
Alva	3,620	8.8	15.4	McAlester	10,037	13.4	9.7
Anadarko	3,479	5.0	1.8	Miami	7,808	3.7	19.2
Ardmore	13,763	16.2	7.1	Midwest City	25,236	11.9	14.5
Bartlesville	21,826	24.0	-6.3	Norman	25,778	9.1	13.2
Blackwell	3,031	10.6	10.2	Oklahoma City	214,211	11.8	9.6
Broken Arrow	11,103	19.0	22.7	Okmulgee	5,916	13.6	1.1
Chickasha	9,976	10.0	22.3	Pauls Valley	3,405	13.6	7.4
Clinton	5,978	24.6	13.6	Pawhuska	2,225	16.3	1.0
Cushing	4,461	12.9	26.6	Ponca City	12,554	6.5	-3.0
Del City	8,552	5.4	16.3	Poteau	4,108	16.7	14.0
Duncan	13,239	11.8	12.1	Sand Springs	7,484	10.7	4.2
Durant	5,902	4.7	10.9	Sapulpa	7,630	16.4	2.2
Edmond	15,596	11.0	7.2	Seminole	4,305	21.8	12.7
Elk City	5,279	21.4	-7.7	Shawnee	14,192	11.6	4.5
El Reno	5,846	12.7	12.4	Stillwater	11,101	7.0	8.0
Guthrie	3,631	3.4	3.3	Tahlequah	5,663	6.2	9.5
Guymon	4,077	5.0	6.6	Tulsa	172,461	9.1	3.6
Henryetta	3,715	9.5	13.6	Watonga	1,856	3.5	7.9
Hobart	2,114	11.0	6.6	Wewoka	1,754	11.3	29.7
Holdenville	2,241	15.0	14.0	Woodward	9,608	19.3	2.8
Hugo	3,232	13.9	7.0	**Total Selected Cities**	750,401	11.1	8.1

Note: All retail trade data are seasonally adjusted.

RETAIL TRADE AND CONSTRUCTION

Category	7 Mos. '80	7 Mos. '79	July '80	Percentage Change 7 Mos. '80/'79	Percentage Change July/June '80
RETAIL TRADE ($000)					
Durable Goods[a]	2,951,550	2,532,344	426,398	16.6	26.6
Auto Dealers	1,886,283	1,597,559	267,002	18.1	43.6
Accessory Dealers	242,619	180,560	35,195	34.4	3.7
Total Automotive	2,128,902	1,778,119	302,197	19.7	37.4
Furniture	216,885	195,562	30,563	10.9	6.0
Household Appliances	123,184	103,954	18,250	18.5	0.5
Total Furniture and Appliances	340,069	299,516	48,813	13.5	3.9
Lumber and Building Materials	374,521	320,139	47,948	17.0	3.7
Hardware Stores	32,872	30,058	4,653	9.4	0.2
Total Lumber, Building Materials and Hardware	407,393	350,197	52,601	16.3	3.4
Nondurable Goods[a]	4,473,805	4,118,116	607,091	8.6	-3.3
Apparel	452,875	388,685	62,825	16.5	-0.3
Drug Stores	130,633	122,517	18,834	6.6	2.1
Eating and Drinking Places	659,878	535,914	94,796	23.1	-1.4
Food Group	1,656,816	1,518,918	227,372	9.1	-2.3
Service Stations	448,412	477,557	46,589	-6.1	-23.4
Department Stores, Mail Order Houses and Variety Stores	853,689	742,966	120,254	14.9	5.5
Total Retail Trade	7,425,355	6,650,460	1,033,489	11.6	7.1
CONSTRUCTION					
Private Residential Building Permits Issued					
Number of Units	8,366	11,109	2,128	-24.7	93.1
Residential Contract Awards[b]					
Dollar Value ($000)	602,176	685,212	118,764	-12.1	26.0
Number of Units	11,965	15,277	2,109	-21.7	10.0
Nonresidential Contract Awards[b]					
Commercial ($000)	433,690	367,484	52,077	18.0	-46.9
Industrial ($000)	52,722	63,521	2,233	-17.0	-33.4
Nonbuilding Contract Awards[b]					
Streets and Highways ($000)	175,494	154,331	38,828	13.7	92.7
All Other Nonbuilding ($000)	123,361	800,864	10,548	-84.6	-50.5
Total Contract Awards ($000)[b]	1,387,443	2,071,412	222,450	-33.0	-6.2

Note: All retail trade data are seasonally adjusted.
[a]Totals include data for categories not shown in the table.
[b]Includes revisions in some previous months.

LAWTON SMSA

Category	7 Mos. '80	7 Mos. '79	July '80	Percentage Change 7 Mos. '80/'79	Percentage Change July/June '80
Employment (Number)					
Labor Force	31,707	32,346	31,375	-2.0	-2.1
Total Employment	30,071	30,871	29,600	-2.6	-1.5
Unemployment Rate (%)	5.2	4.6	5.7	—	—
Private Residential Permits Issued					
Dollar Value ($000)	10,396	17,372	1,454	-40.2	12.3
Number of Units	231	623	32	-62.9	28.0
Construction Contract Awards					
Residential Contract Awards[a]					
Dollar Value ($000)	17,762	24,891	2,860	-28.6	39.1
Number of Units	335	661	53	-49.3	55.9
Nonresidential Contract Awards					
Commercial ($000)	7,578	11,508	796	-34.2	-30.4
Industrial ($000)	558	90	0	520.0	0.0
Nonbuilding Contract Awards					
Streets and Highways ($000)	6,716	1,239	2,384	442.0	227.9
All Other Nonbuilding ($000)	5,239	1,732	0	202.5	—
Total Contract Awards ($000)[a]	37,853	39,460	6,040	-4.1	29.8
Retail Trade ($000)					
Food	66,393	60,021	9,812	10.6	2.5
Apparel	8,176	8,569	1,019	-4.6	-2.2
General Merchandise	38,210	38,748	5,527	-1.4	5.2
Furniture	12,384	12,249	1,828	1.1	22.6
Lumber	10,916	10,430	1,368	4.6	14.6
Auto Dealers	69,765	58,606	9,969	19.0	41.5
Service Stations	11,662	12,181	1,152	-4.3	-25.3
All Other	11,254	10,562	1,469	6.6	40.6
Total	228,760	211,366	32,144	8.2	14.0

Note: All retail trade data are seasonally adjusted.
[a]Includes revisions in some previous months.

ENID AND MUSKOGEE AREAS

Category	7 Mos. '80	7 Mos. '79	July '80	Percentage Change 7 Mos. '80/'79	Percentage Change July/June '80
ENID SMSA					
Employment (Number)					
Labor Force	27,257	26,282	27,875	3.7	-0.1
Total Employment	26,557	25,625	27,100	3.6	0.0
Unemployment Rate (%)	2.6	2.5	2.8	—	—
Private Residential Permits Issued					
Dollar Value ($000)	14,801	15,429	5,634	-4.1	119.4
Number of Units	354	279	203	26.9	314.3
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	13,281	22,761	4,542	-41.7	121.6
Number of Units	192	331	68	-42.0	88.9
Nonresidential Contract Awards[a]					
Commercial ($000)	5,248	5,709	300	-8.1	-29.1
Industrial ($000)	605	2,045	0	-70.4	0.0
Nonbuilding Contract Awards					
Streets and Highways ($000)	0	1,258	0	—	0.0
All Other Nonbuilding ($000)	2,824	616	0	358.4	—
Total Contract Awards ($000)[a]	21,958	32,389	4,842	-32.2	93.4
Retail Trade ($000)					
Food	40,427	34,331	5,951	17.8	4.8
Apparel	15,623	14,048	2,332	11.2	13.5
General Merchandise	28,972	24,904	3,874	16.3	-5.9
Furniture	12,373	10,058	1,715	23.0	3.1
Lumber	14,568	10,564	2,307	41.9	7.0
Auto Dealers	50,908	42,783	7,273	19.0	41.5
Service Stations	8,969	9,652	931	-7.1	-23.4
All Other	31,579	25,085	4,673	25.9	3.4
Total	203,839	171,425	29,056	18.9	9.4
MUSKOGEE MA					
Employment (Number)					
Labor Force	26,954	26,414	26,975	2.0	-0.7
Total Employment	25,486	25,014	25,400	1.9	0.0
Unemployment Rate (%)	5.4	5.3	5.8	—	—
Private Residential Permits Issued					
Dollar Value ($000)	4,812	6,968	811	-31.1	6.3
Number of Units	114	220	21	-48.2	23.5
Construction Contract Awards					
Residential Contract Awards					
Dollar Value ($000)	10,616	12,383	1,549	-14.3	-47.9
Number of Units	287	262	35	9.5	-72.4
Nonresidential Contract Awards					
Commercial ($000)	7,962	6,734	419	18.2	-4.3
Industrial ($000)	4,202	200	2,000	E	—
Nonbuilding Contract Awards[a]					
Streets and Highways ($000)	2,174	689	172	215.5	-88.4
All Other Nonbuilding ($000)	903	1,917	0	-52.9	—
Total Contract Awards ($000)[a]	25,857	21,923	4,140	17.9	-16.4
Retail Trade ($000)					
Food	40,488	36,898	6,069	9.7	2.4
Apparel	10,100	10,032	1,348	0.7	3.8
General Merchandise	19,579	18,066	2,717	8.4	0.5
Furniture	6,597	6,437	1,041	2.5	31.4
Lumber	7,319	7,010	922	4.4	8.8
Auto Dealers	41,077	34,898	5,857	17.7	41.3
Service Stations	9,864	10,494	1,025	-6.0	-23.4
All Other	20,182	19,172	2,830	5.3	27.1
Total	155,206	143,007	21,809	8.5	13.1

Note: All retail trade data are seasonally adjusted. E = Exceeds 600 percent. [a]Totals include revisions in some previous months.

Sources for all tables: Local utilities companies; 10th and 11th Federal Reserve District Member Banks; Federal Home Loan Bank of Topeka; Oklahoma Employment Security Commission; F.W. Dodge Division of McGraw-Hill Information Systems Company, proprietary data provided by special permission; Oklahoma Department of Transportation, *Progressive Report of the Transportation Director*; Center for Economic and Management Research, College of Business Administration, The University of Oklahoma. The data for all tables were compiled by Marjorie E. Earley, Statistician for CEMR and Margaret French, Research Assistant.

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OKLAHOMA CITY AND TULSA SMSA

Category	7 Mos. '80	7 Mos. '79	July '80	Percentage Change 7 Mos. '80/'79	Percentage Change July/June '80
OKLAHOMA CITY SMSA					
Employment (Number)					
Labor Force	409,771	382,314	414,000	7.2	-1.1
Total Employment	395,528	369,614	398,000	7.0	-0.9
Unemployment Rate (%)	3.5	3.3	3.9	—	—
Mortgage Loans Made ($000)[a]	91,056	183,660	19,100	-49.6	81.9
Bank Deposits ($000,000)[b]					
Demand Deposits	953	832	990	14.5	4.8
Time and Savings Deposits	1,490	1,433	1,566	4.0	3.7
Private Residential Permits Issued					
Dollar Value ($000)	163,248	187,787	35,040	-13.1	40.5
Number of Units	3,398	4,086	626	-16.8	20.4
Construction Contract Awards					
Residential Contract Awards[c]					
Dollar Value ($000)	203,212	200,944	42,273	1.1	55.2
Number of Units	3,796	3,985	663	-4.8	40.8
Nonresidential Contract Awards[c]					
Commercial ($000)	171,700	141,354	10,837	21.5	-77.4
Industrial ($000)	10,292	23,378	50	-56.0	-97.5
Nonbuilding Contract Awards					
Streets and Highways ($000)	28,043	40,812	6,993	-31.3	207.8
All Other Nonbuilding ($000)	31,903	67,049	2,529	-52.4	29.1
Total Contract Awards ($000)[c]	445,150	473,537	62,682	-6.0	-23.0
Retail Trade ($000)					
Food	752,725	664,163	111,311	13.3	5.3
Apparel	166,416	135,825	23,818	22.5	4.0
General Merchandise	378,076	349,228	55,368	8.3	-0.7
Furniture	125,046	112,038	18,026	11.6	8.1
Lumber	120,772	113,183	18,134	6.7	13.0
Auto Dealers	657,617	558,664	93,770	17.7	41.3
Service Stations	126,898	134,943	13,187	-6.0	-23.4
All Other	250,406	244,848	37,100	2.3	11.5
Total	2,577,956	2,312,892	370,714	11.5	11.0
TULSA SMSA					
Employment (Number)					
Labor Force	312,600	303,986	314,600	2.8	-0.4
Total Employment	301,057	293,614	302,000	2.5	-0.3
Unemployment Rate (%)	3.7	3.4	4.0	—	—
Mortgage Loans Made ($000)[a]	152,060	230,161	30,500	-33.9	52.5
Bank Deposits ($000,000)[b]					
Demand Deposits	804	703	820	14.4	4.4
Time and Savings Deposits	1,186	1,130	1,142	5.0	-2.2
Private Residential Permits Issued					
Dollar Value ($000)	95,670	153,040	23,080	-37.5	67.6
Number of Units	2,603	3,680	831	-29.3	207.8
Construction Contract Awards					
Residential Contract Awards[c]					
Dollar Value ($000)	128,014	169,821	22,521	-24.6	10.4
Number of Units	2,681	4,020	429	-33.3	-6.7
Nonresidential Contract Awards					
Commercial ($000)[c]	142,376	125,126	27,288	13.8	-0.7
Industrial ($000)	27,324	34,267	183	-20.3	-81.2
Nonbuilding Contract Awards					
Streets and Highways ($000)	49,013	25,133	16,290	95.0	E
All Other Nonbuilding ($000)[c]	41,003	336,643	2,160	-87.8	-86.4
Total Contract Awards[c]	387,730	690,990	68,442	-43.9	-0.2
Retail Trade ($000)					
Food	503,652	489,277	53,848	2.9	-28.4
Apparel	105,818	96,024	13,781	10.2	-6.4
General Merchandise	214,164	192,533	28,462	11.2	-0.6
Furniture	102,364	86,537	15,008	18.3	9.6
Lumber	87,379	82,024	10,843	6.5	8.2
Auto Dealers	484,217	411,985	69,024	17.5	41.2
Service Stations	104,031	110,764	10,809	-6.1	-23.4
All Other	197,338	175,085	34,080	12.7	54.9
Total	1,798,963	1,644,229	235,855	9.4	3.8

Note: All retail trade data are seasonally adjusted.
E = exceeds 600 percent.
[a] By savings and loan associations.
[b] Total deposits of the Tenth District Federal Reserve Member Banks.
[c] Includes revisions in some previous months.